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## Weekly Update



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The National Bison Association (NBA) Weekly Update is an exclusive service for NBA members.

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### *NBA Weekly Update for October 21, 2022*

*The Weekly Update is a service designed to provide National Bison Association members with news and information affecting bison production and marketing. Many items in the Weekly Update are reprinted from outside sources. The content of those articles does not necessarily reflect the policy position of the National Bison Association. The articles are reproduced here only as a means to keep our membership informed as much as possible of all information and opinions relating to bison that is circulating publicly.*



### NBA Developing Consumer Campaign to Promote Bison

Between the National FFA Convention, World Food Championships, and a few other events in the next two months, NBA staff are staying plenty busy! With all of these direct-to-consumer educational opportunities, we wanted to have a general bison awareness campaign to coincide with our outreach efforts. So, we're going to be partnering with Google to help target consumers and promote our many bison products.

The NBA will begin a three-month Google Ads campaign, funded by the NBA Growth Fund ([contribute here](#)), with the simple message of "Eat Bison to Restore Bison" that will educate consumers on why their purchasing of bison meat ultimately is helping restore healthy bison herds to North America. The ads will appear in food searches on Google, on

related websites, and, perhaps most importantly, YouTube. See an ad example above.

All ads will click through to a new consumer-facing landing page on the NBA website that will feature our Growth Fund partner logos, links to the NBA Buyer's Guide/Buysome Bison consumer app, information on why bison is Regenerative by Nature, how to cook bison and recipes, and the responsible stewardship that NBA members utilize to manage and maintain healthy herds.

Said NBA Executive Director, Jim Matheson, "The Google Ads campaign is a great way to get bison in front of, literally, hundreds of thousands of targeted consumers across the country. Those that click through to the NBA website will be offered a clean, orderly wealth of information that will ultimately support our membership by way of new customers. Thank you to the Growth Fund contributors that made this possible."

## Celebrate National Bison Day

Spread the news about National Bison Day on Saturday, November 5th, 2022.

NBA members (growers, marketers, conservationists- all of you!) help spread the word about bison- the US National Mammal and naturally regenerative keystone species.

Get started right away!

Local promotion is best. We'll do an Associated Press news release, but need your help to spread the news at the local and regional levels. Use social media, local news sources, farmer's markets, festivals... be creative! Check out some great work happening in Iowa at Sunset Hills.

Since 2012, the United States Senate annually has designated the first Saturday in November as National Bison Day. This yearly resolution is required because Senate rules do not allow for resolutions to establish any standing "National Day" on a perpetual basis. This resolution has the full support of the National Bison Association, the Wildlife Conservation Society and the InterTribal Buffalo Council. These three organizations championed the enactment of legislation in 2016 designating bison as the National Mammal of the United States. The President signed the National Bison Legacy Act on May 9, 2016 making the North American bison the official National Mammal of the United States. This is a great milestone for an animal that once faced extinction. The bison has played a central role in America's history and culture and helped shape the Great Plains and the lifestyle of Native Americans. Today, bison live in all 50 states and serves as a symbol of unity, resilience and healthy lifestyles and communities.

[Click here](#) for a template you can modify to create a press release. Fill it out, then email it to your local newspaper. I like to also call to verify they actually got it, and check if they need any other information or photographs. Remember in the [member's section of the website](#) there is a great collection of infographics that work great for answering some of the most asked questions on bison: What Bison Eat, Life Cycle, Bison & Cattle Genetics, Bison V. Beefalo, Why Raise Bison, and How Bison are Perfected by Nature.

We'll be sharing more helpful info through the Facebook Official National Bison Association Members Group. Not part of the group? Just message the National Bison





## Third Regenerative Ranching Workshop a Success

Over 40 farmers, ranchers, conservationists, and local supporters gathered last Saturday, October 15, to hear about the collaboration between public lands and private bison herds.

A dream team of presenters shared their perspectives including Ed Collins and Brenna Ness from McHenry County Conservation District, Joe Wheeler from Midewin Tallgrass Prairie, financial specialists Paul Dietmann and Andy Larson, Red Frazier Bison with a cooking demonstration and their food truck, and a producer's panel featuring longtime growers, Bud Koeppen, Zach Martin and Matt Ruhter.



Prospective bison ranchers and seasoned veterans alike were present. Many attendees were staff from county, state and federally managed lands, exploring how bison could be integrated into their land management systems.

This was the last of the 2022 SARE National Bison North Central Regenerative Ranching Workshops. The 2023 season will include Cherokee Valley Bison in Thornville, Ohio; Double J Bison Ranch in Baldwin, Wisconsin; and Sleepy Bison Acres in Sleepy Eye, Minnesota.



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## FFA National Convention or Bust!

The National Bison Association will be representing bison at the National FFA Convention from October 26-28 in Indianapolis, Indiana. If you or someone you know will be there- tell them to *stop by Booth #411!*



FFA is a dynamic youth organization that changes lives and prepares members for premier leadership, personal growth, and career success through agricultural education. Today, 850,823 FFA members, aged 12-21, have 8,995 chapters in all 50 states and Puerto Rico. Not quite all of them will be at the National Convention, but at least 65,000 will be!

FFA develops members' potential and helps them discover their talent through hands-on experiences, which give members the tools to achieve real-world success. Members are future chemists, veterinarians, government officials, entrepreneurs, bankers, international business leaders, teachers, and premier professionals in many career fields. Our goal is to add bison ranchers to this list!

Special thanks to [Durham Ranch](#) for donating bison jerky to hand out to these eager students and future bison producers!

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## NBA Prepares for World Food Championships and Best Bison Sandwich

When most people think of Bison as a food option, they think of burgers. This November, however, that connotation will be put to the test as 30 of the world's best food champions will incorporate this beef alternative into their signature sandwich recipes for a chance at the largest prize purse in Food Sport.

The National Bison Association (NBA), in coordination with [Benjamin Lee Bison](#), is the Presenting Sponsor of the World Sandwich Championship, which will occur as one of the ten categories of competition at the 10th Annual World Food Championships from November 9 - 13 in Dallas.

As the leader in food sport, WFC continues to push the culinary boundaries of competitive cooking. The addition of The National Bison Association and Benjamin Lee is just another example of this, said WFC President and CEO Mike McCloud. "This competition is all about celebrating cooks and giving them exciting challenges to prove their extraordinary skill set," said McCloud. "Working with great partners like NBA and Benjamin Lee helps us deliver a world-class experience not only for our competition teams, but also for the foodies who want to enjoy the amazing flavors of our fest."

Stay tuned for more championship announcements about the upcoming Main Event, which is set to be held again inside the iconic Centennial Hall at Fair Park in Dallas, Nov. 9 -13. We'll be sharing updates through our [Facebook page](#).

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***Editor's Note: The following news stories were distributed by organizations not affiliated with the National Bison Association. They may not reflect the opinions or the positions held by the NBA on matters such as genetic integrity, animal management, and other issues.***

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# MISSOURI BISON ASSOCIATION



## FALL PRODUCTION SALE

Thursday, **December 8, 2022** - 11:00 A.M.

Lolli Bros. Livestock, Macon, MO

Buyers Reception: December 7 at 6 p.m.

*Raspberry's BBQ Restaurant*

### To Consign, Call:

Carol Morris: 660-998-0990 or

Peter Kohl: 816-585-4779



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## Celebrate National Bison Day at Prairie State Park Nov. 5

*From Prairie State Park, Missouri*

JEFFERSON CITY, MO, OCT. 20, 2022 – National Bison Day is the first Saturday each November. Join team members at Prairie State Park as they honor the bison as our national mammal. These huge, one-ton beasts once roamed the plains and prairies of North America, including what is now Missouri.

Celebrate this special day by going on a guided bison saunter and see the prairie in its autumnal glory. Two saunters will be held Saturday, Nov. 5, with one from 10 a.m. to noon and one from 1 to 3 p.m. Participants should meet at the Regal Tallgrass Prairie Nature Center.

Visitors will stroll in a leisurely manner, walking at a slower pace to take in all the surroundings. The hike will be at least 2 miles over uneven terrain, so wearing sturdy footwear is recommended. Since the location of the bison is unknown until that day, dressing for the weather and bringing water, snacks and insect repellent is encouraged. Due to the unique and rare diversity of life preserved at Prairie State Park, pets are not allowed on park trails, except for Path of the Earth People and Path of the Sky People trails. Bison graze freely in the park and this regulation protects both you and your pet. You are welcome to bring your pet to the park's campground and picnic area, but must follow Missouri State Parks' pet rules. This applies to all types of pets except service animals assisting people with disabilities.

Registration is required and there is a limit of 25 participants. To register, call 417-843-6711. Prairie State Park is located at 128 NW 150th Lane in Mindenmines.

For more information on state parks and historic sites, visit [mostateparks.com](https://mostateparks.com). Missouri State Parks is a division of the Missouri Department of Natural Resources.

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## Woman gored by bison sparks warnings for other nature-lovers

*From ABC News*

Rebecca Clark said she is grateful to be alive after she had a harrowing encounter with a bison that quickly turned violent.

While hiking by herself at Texas' Caprock Canyons State Park, Clark started recording a video as she tried to pass by a group of bison – who apparently felt like Clark was too close for comfort despite her distance.

Clark's video captured the moment when a bison charged at her.

"He rammed my back and caught me and flipped me in the air, caught me and then

flipped me in the air, and flipped me face first into the mesquite bush,” Clark told “Good Morning America.”

Clark was left gored and wounded and said she waited in the bush for nearly an hour before she was airlifted to a hospital where she stayed for six days. She said thankfully she’ll be okay.

“It could have been my spine. It could have been my organs. And it was literally just the skin on my back that he just gored up and put a pretty good, pretty big hole in me,” said Clark.

[Read more.](#)

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## **Bison Bridge team looks for support at next I-80 bridge meeting**

*From The Quad City News*

The team proposing the Bison Bridge project is once again hoping to draw supporters to join the upcoming public meeting hosted by the Illinois Department of Transportation concerning the I-80 Bridge over the Mississippi River.

The public meeting, held as a virtual webinar, is scheduled for Thursday, Oct. 27, at 4 p.m., and will include representatives from the Iowa and Illinois Departments of Transportation and from Parsons.

According to the official project website [HERE](#), the purpose of the third public meeting will be to provide additional study information, a narrowed list of alternative placements for the new bridge, and to request feedback from the meeting participants.

The Bison Bridge team is not advocating for any of the specific bridge alternatives but rather hoping supporters of the project will participate in the meeting and submit comments of support to be included in the public record, according to a Thursday release from Chad Pregracke, head of Living Lands & Waters and leader of the privately-funded Bison Bridge plan.

The last public meeting for the I-80 bridge crossing was on May 11, 2022. Hundreds of Bison Bridge supporters logged on and left comments.

[Read more.](#)

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## **Behind the scenes at Nachusa Grasslands, where animals from mice to bison find stability**

*From The Chicago Tribune*

On a hilltop about 95 miles west of Chicago grow plant species that have been there for hundreds, if not thousands of years. The soil is sandy, so when the surrounding lowlands were used for agriculture, the hill remained untouched. From that vantage point, Nachusa Grasslands sprawls below with sections of savanna, a pond frequented by blue herons, patchy spots where bison have grazed, and a red barn to the far north that marks the volunteer and scientist headquarters.

Looking out from her favorite view, Elizabeth Bach feels at the center of it all. Bach, an ecosystem restoration scientist, is the only full-time scientist at Nachusa, responsible for facilitating the more than 40 scientists conducting research at the site and planning how to manage its 4,000 acres through controlled burns and plantings. Nachusa is home to animals across food chains, many of which have relatively stable populations. “This is the goal in ecosystem restoration,” Bach said. “You want a system where these natural processes are happening.”

But Nachusa has shown that people aren’t just needed at planting season. Rather, people



can improve conservation outcomes through regular management and stewardship of the land. Researchers from Northern Illinois University tested the popular “field of dreams” ecological hypothesis that posits that by reintroducing plant biodiversity into a setting, the wildlife will follow. But the study showed human management, including the reintroduction of a bison herd and regular controlled burns, was six times more effective in improving animal biodiversity than just restoring diverse plant communities.

[Read more.](#)

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## Interior law judge allows bison grazing on federal lands

*ASSOCIATED PRESS Helena*

HELENA—A federal administrative law judge has denied a request to block permits that expand bison grazing in north-central Montana while several parties challenge them.

Montana Gov. Greg Gianforte, Attorney General Austin Knudsen and the Montana Stockgrowers Association asked the U.S. Interior Department’s hearing division in August to reverse the U.S. Bureau of Land Management’s granting of the permits.

Administrative Law Judge Veronica Larvie ruled on Oct. 13 that while there were several concerns about the permits, the parties failed to show that the expanded bison grazing would cause immediate and irreparable harm and she declined to block them while the case moves forward.

The Stockgrowers argue additional bison grazing will harm the cattle industry and the local economy. The conservation group American Prairie sought the 10-year permits to remove some fences so bison could roam more freely in Phillips County south of Malta. The grazing area in dispute covers about 108 square miles (280 square kilometers). It will allow American Prairie to increase the size of its bison herd from about 800 animals to 1,000 bison by 2025, the group said.

[Read more.](#)

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## First wild bison born in UK for millennia after surprise pregnancy

*From The Guardian*

A pioneering rewilding project has had an early surprise: a bouncing baby bison. It is the first wild bison to be born in the UK for thousands of years.

Three bison were released in Kent in July but, unknown to the rangers, one had a secret passenger on board. Bison conceal their pregnancies to prevent predators targeting pregnant animals or their offspring.

The female calf was discovered after a couple of days when rangers did not see the mother, who had found a secluded location to give birth. “The calf has come on leaps and bounds – literally,” said Tom Gibbs, a bison ranger. She loves to run circles around the adults, he added.

The project is a collaboration between the Kent Wildlife Trust and Wildwood Trust and they had hoped the new herd would breed in due course, but the new baby is a bonus. A bull is expected to arrive from Germany to join the three female bison by the end of October.

[Read more.](#)

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## Historic white bison Big Medicine to be returned to Flathead

# Indian Reservation

*From KTVH*

HELENA — The Montana Historical Society and the Confederated Salish and Kootenai Tribes have reached an agreement to return Big Medicine, a white bison born at the National Bison Range in 1933, to the Flathead Indian Reservation.

White bison calves are rare and considered sacred to tribes.

According to an exhibit at the MHS, Big Medicine held great significance to both native and non-native people in Montana. Prior to his death in 1959 the Historical Society arranged for him to be preserved and moved to the state museum in Helena.

[Read more.](#)

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## The Midewin National Tallgrass Prairie Bison Project

On Tuesday, November 1st, at 6:00 p.m. central time, the LaSalle Public Library will virtually host Christina Henderson, Prairie Supervisor at Midewin National Tallgrass Prairie, for a presentation that celebrates National Bison Day.

There was once so much prairie in Illinois that it became known as “The Prairie State.” Now, less than one-tenth of one percent remains. At Midewin National Tallgrass Prairie, located at the site of the Joliet Arsenal, volunteers, partners, and employees are working with over 275 species of native Illinois prairie plants to increase and improve this natural habitat for pollinators and other important species. As part of the restoration project, a small herd of bison was introduced in 2015. In this virtual program, Ms. Henderson, will discuss how bison are helping to restore the prairie, and where the best places are to look for bison.

National Bison Day honors the ecological and cultural contributions of the United States National Mammal. It is celebrated on the first Saturday in November. This program is free, open to the public, and will be presented via Zoom. Registration is required. Register – <https://bit.ly/3MIC2vX>. For more information, please contact the LaSalle Public Library at 815-223-2341.

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## The fake meat fad is fading...

*From Meatingplace.com*

(The views and opinions expressed in this blog are strictly those of the author.) I called it back in 2019. I blogged here on Meatingplace and predicted the plant-based and cell-based meat craze was just a passing fad, and like many other food fads of the past, it would fade away also.

Along the ride since then, I’d bought a ticket and hopped onboard the hyped-up plant-based bullet train and began selling plant-based products. Last year I blogged about my experience so far, showing plant-based options to HRI and retailers. I started selling plant-based options to the same customers I sell meat to, and it’s been interesting to see how many cases of plant-based products restaurant operators actually use a week – not many compared to real meat items.

Since 2019, my prediction has been proven mostly accurate. The number of plant-based brands found in the meat case next to real meats has declined. Those with apparent ‘staying power’ are only still there because they’re being subsidized by investors. They are part of massive marketing campaigns built on the unproven premise that their plant-based brands are causing less global warming than real meat.

[Read more.](#)

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## USDA and Arkansas Sign Cooperative Agreement for State Meat Inspection Program

*Food Safety Inspection Service News Release*

October 4, 2022

WASHINGTON - The U.S. Department of Agriculture's (USDA) Food Safety and Inspection Service (FSIS) and the state of Arkansas have finalized a cooperative agreement, under which the state inspection program may inspect meat products produced for shipment within the state. This agreement is part of USDA's broader commitment to supporting local and regional food systems and a more resilient supply chain.

Under the cooperative agreement, the state inspection program must develop, administer, and enforce requirements "at least equal to" those implemented under the Federal Meat Inspection Act (FMIA). "Today's announcement with Arkansas will help strengthen our nation's food system and help prevent supply chain bottlenecks," said USDA's Deputy Under Secretary for Food Safety Sandra Eskin. "This program is especially helpful to small meat and poultry processors in building their local and state marketplaces."

With the addition of Arkansas, 29 states now participate in the State Meat and Poultry Inspection (MPI) program. FSIS provides up to 50% of the state's operating funds, as well as training and other assistance. In states with MPI programs, establishments have the option to apply for federal or state inspection, but product produced under state inspection is limited to intrastate commerce unless the producing establishment participates in the Cooperative Interstate Shipment program.

[Read more.](#)

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## USDA Provides Payments of nearly \$800 Million in Assistance to Help Keep Farmers Farming

*From USDA Press Release*

WASHINGTON, Oct. 18, 2022 - The U.S. Department of Agriculture (USDA) today announced that distressed borrowers with qualifying USDA farm loans have already received nearly \$800 million in assistance, as part of the \$3.1 billion in assistance for distressed farm loan borrowers provided through Section 22006 of the Inflation Reduction Act (IRA). The IRA directed USDA to expedite assistance to distressed borrowers of direct or guaranteed loans administered by USDA's Farm Service Agency (FSA) whose operations face financial risk.

Today's announcement kicks off a process to provide assistance to distressed farm loan borrowers using several complementary approaches, with the goal of keeping them farming, removing obstacles that currently prevent many of these borrowers from returning to farming, and improving the way that USDA approaches borrowing and servicing. Through this assistance, USDA is focused on generating long-term stability and success for distressed borrowers.

"Through no fault of their own, our nation's farmers and ranchers have faced incredibly tough circumstances over the last few years," said Agriculture Secretary Tom Vilsack. "The funding included in today's announcement helps keep our farmers farming and provides a fresh start for producers in challenging positions."

[Read more.](#)

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# farm crisis center

Even in the best of times, farming can be an incredibly high-stress occupation. Unpredictable weather, crop disease, volatile markets, heavy workloads, and social isolation are just a handful of the challenges that farmers may face.

These conditions force many family farmers and ranchers to make tough financial decisions that will impact their families, communities, and the entire country.

National Farmers Union compiled resources to help farmers through stressful times. Find them at:

<https://farmcrisis.nfu.org/>

**National Suicide Hotline - 800-273-TALK (8255)**

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## Wis. to provide \$10M in grants to 91 meat processors

*From Meatingplace.com*

Officials in Wisconsin announced that 91 meat processing companies will receive a total of \$10 million in grants through the state government's Meat and Poultry Supply Chain Resiliency program.

The processors will receive individual grants of up to \$150,000 for such projects having received 99 grant application since the program was announced in May. The selected recipients span 48 counties in Wisconsin and the amounts awarded are expected to be matched by the recipients, an announcement from Gov. Tony Evers said.

"The demand and interest from meat processors to build and grow their operations is high," said Wisconsin Department of Agriculture, Trade and Consumer Protection Secretary Randy Romanski. "Through these grants created by Gov. Evers, we are providing critical funding to meat processors to help them thrive in our state and continue producing meat products for local consumers and beyond."

Wisconsin launched the grant program in May, offering an initial total of \$200,000 in addition to a \$5 million meat talent development assistance program aimed at helping attract and provide financial support to students in Wisconsin meat processing training programs.

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### ***Save the Date!***

- 10/24/2022 - Beaver Creek Buffalo No Reserve Complete Dispersal - Online
- 10/28/2022 - Wisconsin Bison Producer's Association Fall Meeting - WI
- 10/31/2022 - Konza Prairie Biological Station - Annual Sale
- 11/02/2022 - Maxwell Wildlife Refuge Annual Auction - KS
- 11/04/2022 - Texas Bison Association Fall Conference - TX
- 11/05/2022 - Custer State Park Annual Buffalo Auction - SD
- 11/09/2022 - Antelope Island State Park Bison Webcast Auction - Online
- 11/14/2022 - TNC Joseph H. Williams Tallgrass Prairie Preserve Auction - Online
- 11/16/2022 - 22nd Annual Brownotter Buffalo Auction - Online
- 11/17/2022 - Jack Auction Group Video Auction - Online
- 11/19/2022 - Coyote Trail Buffalo Ranch Simulcast Production Auction - SD
- 11/25/2022 - Minnesota Bison Association Bison Fundamentals - MN
- 11/26/2022 - Minnesota Bison Association Legends of the Fall Sale - MN
- 11/27/2022 - Rocking P Ranch Simulcast Production Auction - SD
- 12/01/2022 - Western Bison Association Conference - UT
- 12/03/2022 - Western Bison Assn. Wild West Buffalo Stampede Auction - UT
- 12/03/2022 - Kansas Buffalo Association Sale - KS
- 12/06/2022 - Northern Range Buffalo Consignment Simulcast Auction - SD
- 12/08/2022 - Missouri Bison Assn. Fall Production Auction - MO
- 12/15/2022 - Jack Auction Group Video Auction - Online
- 1/02/2023 - Prairie Legends Bison Webcast Auction - Online
- 1/07/2023 - Turner Bison Exchange Prairie Performance Simulcast Auction - SD
- 1/17/2023 - Jack Auction Group Video Auction - Online
- 1/18/2023 - NBA Winter Conference - Westminster, CO
- 1/21/2023 - NBA Gold Trophy Show and Sale - Denver, CO
- 2/02/2023 - Dakota Territory Buffalo Assn. Winter Conference - SD
- 2/04/2023 - Dakota Territory Buffalo Assn. Simulcast Auction - SD
- 2/11/2023 - Dakota Dynamite Buffalo Sale Simulcast Auction - SD
- 2/24/2023 - Beltway Bison Consignment Auction - PA
- 3/09/2023 - Eastern Bison Association Winter Conference and Auction - PA
- 3/11/2023 - Missouri Bison Assn. & Oklahoma Bison Assn. Show & Sale - MO

Please visit <https://bisoncentral.com/calendar/> for details and more up-to-date events. If you have a bison event coming up that's not listed, please send the details to [jim@bisoncentral.com](mailto:jim@bisoncentral.com) and the NBA will post the event on its website at no charge.

**Click Here for NBA Calendar of  
Events**



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